

Message Text

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PAGE 01 OTTAWA 00405 090058Z

17

ACTION COME-00

INFO OCT-01 EUR-25 ISO-00 EB-11 SS-20 RSC-01 DRC-01 /059 W

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R 082240Z FEB 74

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 2703

UNCLAS OTTAWA 0405

POUCHED ALL CONGENS IN CANADA

E.O. 11652: N/A

TAGS: BEXP, CA

SUBJECT: BIC TRADE PROMOTION PROGRAM/BEST PROSPECTS

REF: A. STATE 23105; B. A-9312, NOVEMBER 12, 1973; C. A-8356,
AUGUST 18, 1972; D. OTTAWA 1605, JULY 16, 1973

1. REF C, WHICH LAID BASIS FOR REF B NOT REPEAT NOT SEND
OTTAWA AND EMBASSY ASSUMES THIS OMISSION QUITE APPROPRIATE
FOR REASONS SUGGESTED IN REF D, IN PARTICULAR PARA 3C THEREOF.
(CANADA'S IMPORTS FROM U.S. IN 1973, AT \$16.5 BILLION,
WERE UP 28 PERCENT OVER 1972 AND ACCOUNTED FOR 71 PERCENT OF
TOTAL IMPORTS. MORE THAN 50 PERCENT OF U.S.-CANADIAN TRADE
IS BETWEEN AFFILIATED COMPANIES AND MORE THAN 5,000 SUB-
SIDIARIES OF U.S. COMPANIES ARE ESTABLISHED IN CANADA.)

2. NEVERTHELESS, REF B HAS BEEN CIRCULATED BY EMBASSY TO OUR
EIGHT CONSULAR POSTS WITH THE OBJECT OF HAVING OUR COMMERCIALY
STAFFED POSTS, I.E., TORONTO, MONTREAL AND VANCOUVER: (A)
FACTOR THE TARGET INDUSTRY APPROACH INTO CURRENT COMMERCIAL
PROGRAM (REF D) AND INTO ANY SUGGESTIONS THEY MAY MAKE
FOR COUNTRY COMMERCIAL PROGRAM (CCP) NOW UNDER PREPARATION
AND (B) RESPOND DIRECTLY TO REF B IN THE LIGHT OF CIRCUM-
STANCES PREVAILING IN THEIR RESPECTIVE REGIONAL MARKETS.

3. MEANWHILE, EMBASSY WOULD LIKE TO COMMEND TO COMMERCE/
STATE MONTREAL'S A-21 OF JANUARY 30, WHICH IN OUR VIEW IS
AN EXCELLENT EXAMPLE OF EFFECTIVE RESPONSE TO WASHINGTON
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CALL FOR MANAGEMENT BY OBJECTIVE (MBO) APPROACH, INCLUDING

BIC'S BEST PROSPECTS PROGRAM. WE CONSIDER THE ENCLOSURE TO A-21 AN IMAGINATIVE EFFORT REALISTICALLY AND SPECIFICALLY TAILORED TO CANADA WITHIN THE NORTH AMERICAN MARKET. WHETHER WE CAN, EQUALLY REALISTICALLY, ESTABLISH CCP OBJECTIVES IN TERMS OF X DOLLARS OF PROJECTED INCREMENTAL REPEAT INCREMENTAL EXPORTS TO CANADA REMAINS TO BE SEEN.

4. RECENT COMPREHENSIVE EMBASSY REPORTS OF A "BEST PROSPECTS" CHARACTER AND PREPARED WITH FIFTEEN TARGET INDUSTRIES IN MIND WERE OTTAWA A-131 OF MARCH 14, 1973, TRADE OUTLOOK ARTICLES DATED FEBRUARY 23, 1973 AND FEBRUARY 6, 1974, REPEAT 1974, AND A-514, OCTOBER 4, 1973. THESE REPORTS VARY IN DEGREE OF SPECIFICITY, BUT IN SO DOING REFLECT THE NUMBER AND BREADTH OF TARGETS OF OPPORTUNITY IN CANADA; AND SUGGEST THAT THESE MIGHT BE AS MUCH AS OR MORE TO THE POINT THAN DESIGNATED TARGET INDUSTRIES IN CANADIAN SECTOR OF NORTH AMERICAN MARKET.
JOHNSON

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